

**KEYC**  
**EEO PUBLIC FILE REPORT**  
**December 1, 2021 - November 30, 2022**

**I. VACANCY LIST**

See Section II, the “Master Recruitment Source List” (“MRSL”) for recruitment source data

| <b>Job Title</b>                              | <b>Recruitment Sources (“RS”) Used to Fill Vacancy</b> | <b>RS Referring Hiree</b> |
|---|--|---------------------------|
| Master Control Operator (Associate)           | 1, 2, 3, 6   | 2                         |
| Master Control Operator (Overnights/Weekends) | 1, 2, 3, 7   | 2                         |
| Master Control Operator (Associate)           | 1, 2   | 2                         |
| Newscast Director (Weekends)                  | 1, 2   | 2                         |
| Master Control Operator (Mornings/Weekends)   | 1, 2, 3  | 2                         |
| Master Control Operator                       | 1, 2   | 2                         |
| Creative Services Producer                    | 1, 2   | 2                         |
| Creative Services Producer                    | 1, 2, 3, 6   | 2                         |
| Master Control Operator                       | 1, 2   | 2                         |
| Reporter/Multi-Media Journalist               | 1, 2   | 1                         |
| Sports/News Multi-Media Journalist            | 1, 2, 8  | 8                         |
| Chief Meteorologist                           | 1, 2, 3, 4, 5, 9, 10, 11, 12                           | 5                         |
| Anchor (Weekend)                              | 1, 2, 3, 4, 5  | 5                         |
| Reporter/Multi-Media Journalist               | 1, 2, 3, 4   | 5                         |
| Account Executive (3 positions)               | 1, 2   | 1, 2                      |
| Marketing Coordinator                         | 1, 2   | 2                         |
| IT/Broadcast Engineer                         | 1, 2, 5,   | 13                        |
| Digital Content Producer/Anchor               | 1, 2, 3, 5, 13   | 1                         |
|   |  |                           |

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**II. MASTER RECRUITMENT SOURCE LIST (“MRSL”)**

| <b>RS Number</b> | <b>RS Information</b>   | <b>Source Entitled to Vacancy Notification? (Yes/No)</b> | <b>No. of Interviewees Referred by RS Over Reporting Period</b> |
|------------------|---|--|---|
| 1                | Indeed<br><a href="http://www.indeed.com">www.indeed.com</a><br>Web based jobsite   | N  | 20  |
| 2                | Gray Television<br>Tallahassee, FL<br><a href="mailto:hr@gray.tv">hr@gray.tv</a>  | N  | 30  |
| 3                | Handshake<br><a href="http://www.joinhandshake.com">www.joinhandshake.com</a><br>Web based jobsite for local colleges   | N  | 1   |
| 4                | Broadcast Employment Services aka TV Jobs.com<br>Mark Kennedy<br>PO Box 4116<br>Oceanside, CA 92052<br>760-754-8177<br><a href="mailto:info@tvjobs.com">info@tvjobs.com</a>                       | N  |   |
| 5                | KEYC News Now internal posting  | N  | 6   |
| 6                | Bethany Lutheran College<br>700 Luther Drive<br>Mankato, MN 56001<br>507-344-7000<br><a href="mailto:careerdevelopment@blc.edu">careerdevelopment@blc.edu</a>                                     | N  |   |
| 7                | KEYC News Now<br>Television Promo   | N  | 1   |
| 8                | National Association of Black Journalists<br>Angela Robinson<br>1100 Knight Hall Ste 3100<br>College Park, MD 20742<br>301-405-0248<br><a href="mailto:arobinson@nabj.org">arobinson@nabj.org</a> | N  | 1   |
| 9                | Iowa State University<br>William Gallus<br>Ames, Iowa 50011<br><a href="mailto:wgallus@iastate.edu">wgallus@iastate.edu</a>   | N  |   |

| RS Number                                       | RS Information  | Source Entitled to Vacancy Notification? (Yes/No) | No. of Interviewees Referred by RS Over Reporting Period |
|---|---|---|--|
| 10  | Mississippi State University Department of Geosciences<br>Yasma Jacobs<br>108 Hilbun Hall<br>PO Box 5448<br>Mississippi State, MS 39762<br><a href="mailto:yasma@geosci.msstate.edu">yasma@geosci.msstate.edu</a> | N   |  |
| 11  | St. Cloud State University<br>Christina Berndt<br>720 4 <sup>th</sup> Ave S<br>St. Cloud, MN 56301<br><a href="mailto:cmberndt@stcloudstate.edu">cmberndt@stcloudstate.edu</a>                                    | N   |  |
| 12  | Valparais University<br>Rusta Ault<br>Valparaiso, IN 46383<br>219-464-5000<br><a href="mailto:Rusta.ault@valpo.edu">Rusta.ault@valpo.edu</a>  | N   |  |
| 13  | Word of Mouth   | N   | 2  |
| 14  | KEYC.com<br>1570 Lookout Drive<br>North Mankato, MN 56003<br><a href="mailto:jobs@keyc.com">jobs@keyc.com</a>   | N   |  |
| <b>TOTAL INTERVIEWEES OVER REPORTING PERIOD</b> |   |   | 61   |
|   |   |   |  |

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**III. RECRUITMENT INITIATIVES**

|          | <b>Type Of Recruitment Initiative<br/>(Menu Selection)</b> | <b>Brief Description Of Activity</b>  |
|----------|--|---|
| <b>1</b> | Mentoring  | KEYC's National Sales Manager and Digital/Local Sales Manager mentored four Multimedia Marketing Consultants to increase sales and knowledges of products.              |
| <b>2</b> | EEO Training   | On February 17, 2022, our Office Manager attended a training on the FCC's EEO rules and regulations offered by Joan Stewart of Wiley Rein.                              |
| <b>3</b> | Interns  | Hired and mentored six interns to work in our news, weather, sports, and creative services departments.   |
| <b>4</b> | Careers in television                                      | Morning anchor was a guest speaker on The Build Blue Podcast to discuss careers in television on June 29, 2022.   |
| <b>5</b> | Speak at Local School                                      | On July 18, 2022, two of our meteorological staff visited Eagle Lake Elementary to give a weather presentation.   |
| <b>6</b> | Job Shadow   | Student from Mountain Lake High school visited the station on November 3, 2022, to learn more about video production and behind-the-scenes of television production.    |
| <b>7</b> | Job Shadow   | Student from Mankato East student visited the station on November 17, 2022, to answer any questions about broadcast meteorology and show the student a typical workday. |
| <b>8</b> | Careers in television                                      | November 29, 2022, one of our Evening anchors spoke with a Minnesota State University public speaking class regarding the career of a newsperson.                       |